

SPECIAL EVENTS MANAGER

GRADE: 23

FLSA: EXEMPT

CHARACTERISTICS OF CLASS:

The Special Events Manager performs difficult professional and intermediate administrative work coordinating and implementing City-wide special events, community events, and Courthouse Square programs. The work requires the incumbent to be influential using considerable tact, discretion and persuasion in obtaining the cooperation and support of the citizens, civic organizations, and the business community. The physical demands for the position are limited with occasional physical effort during events. The working conditions are somewhat disagreeable due to the mental effort and stress involved with ensuring events are successful and reflect the Mayor and Council and City's image of competence. The incumbent works independently under functional policies and goals with serious impact on the City's image. General managerial review is given by the Director of Recreation and Parks and the incumbent may on occasion report to the Superintendent of Recreation to accomplish departmental goals. The Special Events Manager has supervisory responsibility for the Special Operations Division and unlimited volunteers at various events throughout the year. The position involves considerable work during evenings, weekends, and holidays.

EXPECTATIONS OF ALL CITY EMPLOYEES:

- Learn and demonstrate an understanding of City, department, division and team goals.
- Serve and meet the needs of customers during routine or emergency situations.
- Ability and willingness to work as part of a team, to demonstrate team skills and to perform a fair share of team responsibilities.
- Ability to assess his/her work performance or the work performance of the team.
- Plan and organize his/her work, time and resources, and if applicable that of subordinates.
- Contribute to the development of others and/or the working unit or overall organization.
- Produce desired work outcomes including quality, quantity and timeliness.
- Communicate effectively with peers, supervisors, subordinates and people to whom service is provided.
- Understand and value differences in employees and value input from others.
- Consistently report to work and work assignments prepared and on schedule.
- Consistently display a positive behavior with regard to work, willingly accept constructive criticism and be respectful of others.

EXAMPLES OF DUTIES:

- Coordinates, promotes, implements and/or oversees all City-wide special events and community events including fairs, parades, shows, festivals, ceremonies, etc.
- Participates as a team management leader in planning, decision making, and problem solving for issues related to special events.
- Provides event coordination expertise, assistance, and City policy and procedure information to community and civic associations and area based businesses. Assesses needs and desires of the citizens and develops new events as appropriate.
- Determines strategies for managing communications and promotional activities, working directly with the media as well as with the City's Public Information Office to ensure needed publicity and coverage of events.
- Operates seasonal Farmers' Market as a commodity offering and a Town Center attraction from June through October.
- Manages Courthouse Square Park and Town Center area coordinating City events and requests of user groups, (civic, public and private).
- Supervises the Special Operations Section which has responsibility for the physical set up of special event sites, Best Locking System, year round decorating program, and various project work requests.
- Develops annual budget for the Special Events Division.
- Develops and implements fund raising strategies in conjunction with business leaders and organizations.
- Develops contractual and fee arrangements for vendors, entertainment, and sponsors associated with special events.
- Keeps extensive expenditure and revenue records for each event.
- Establishes and maintains direct communication network with the Mayor and Council, City Manager, City Clerk, other City department directors and business, community and civic group leaders.
- Develops and implements safety and risk management policies and strategies for each special event.
- Submits to the accountant timely pay vouchers, expenditure and revenue information.
- Assists the Director in special projects or requests that arise.
- Performs related work as required.

QUALIFICATIONS:

Required Training and Experience:

Any combination of training and experience substantially equivalent to graduation from an accredited college or university with a degree in recreation administration or related field and a minimum of five years' experience in recreation administration and programming with emphasis on special events including two years in a supervisory role. Appropriate driver's license valid in the State of Maryland.

Preferred Knowledge, Skills and Abilities:

- Knowledge of budgeting and policy writing.
- Knowledge of the philosophy, principles, objectives and practices of a large scale and widely diversified municipal recreation and park operation.
- Knowledge in aspects of promotion such as marketing and advertising.
- Ability to establish and maintain effective working relationships with persons and groups interested in recreation, associates and other employees and departments, and the general public.
- Ability to establish and maintain direct communication network with Mayor and Council.
- Ability to interact with prominent civic leaders in a professional manner.
- Ability to calmly carry out duties under stressful/chaotic conditions during events.
- Ability to communicate clearly and concisely, both orally and in writing.
- Ability to effectively complete projects in a timely manner with little instruction.